

FIGURE 1

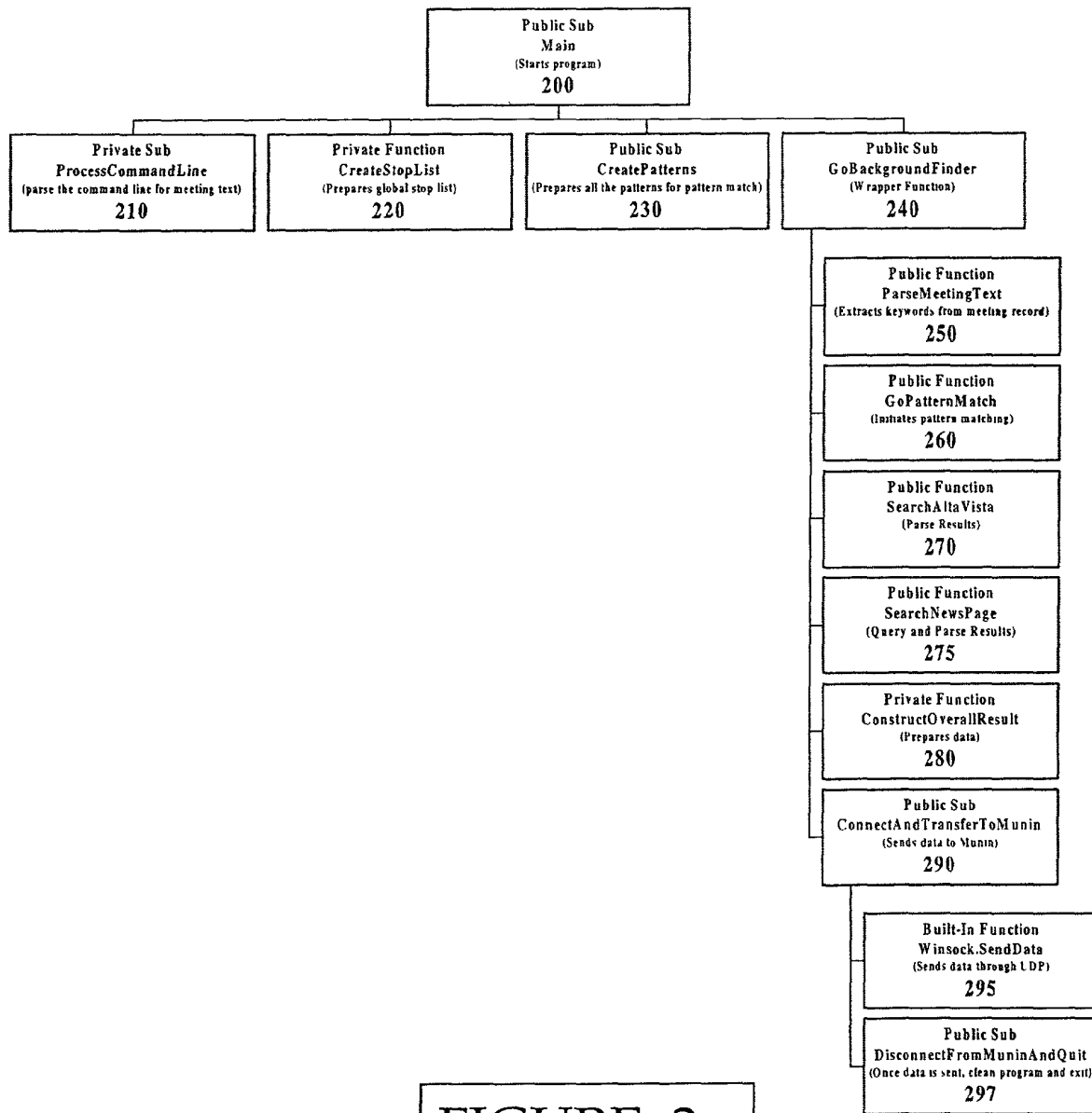


FIGURE 2

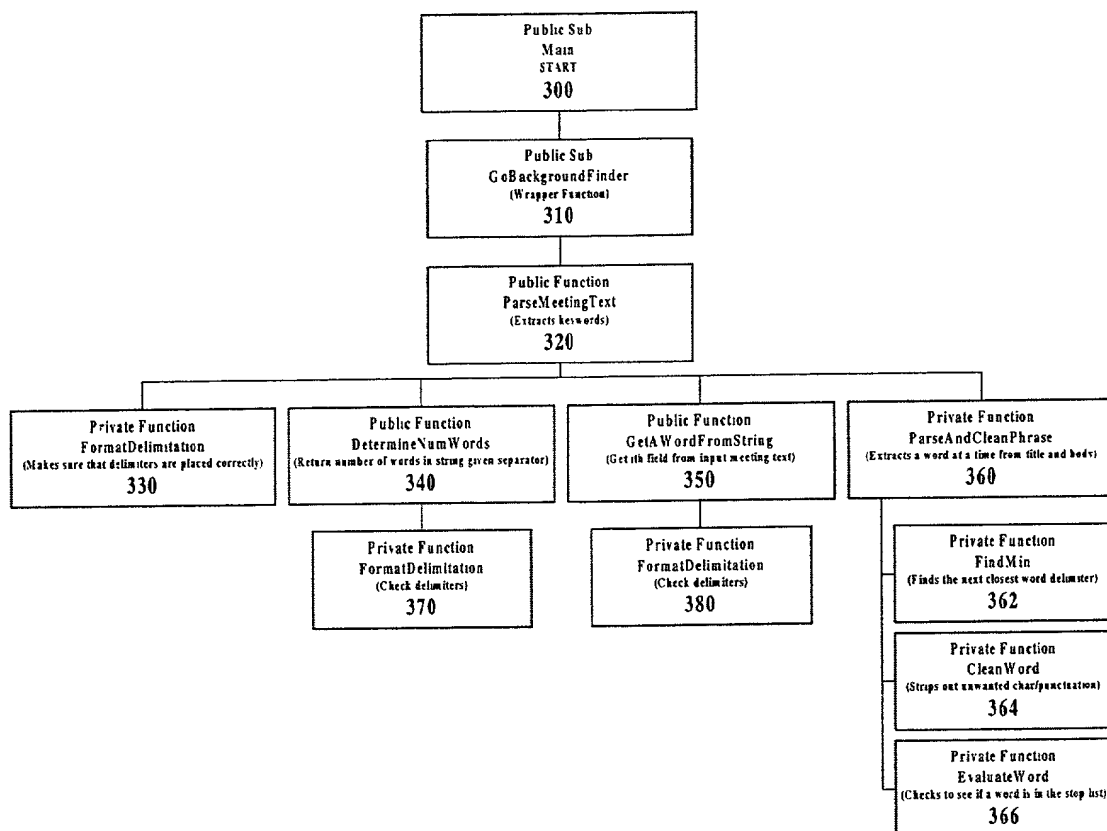


FIGURE 3

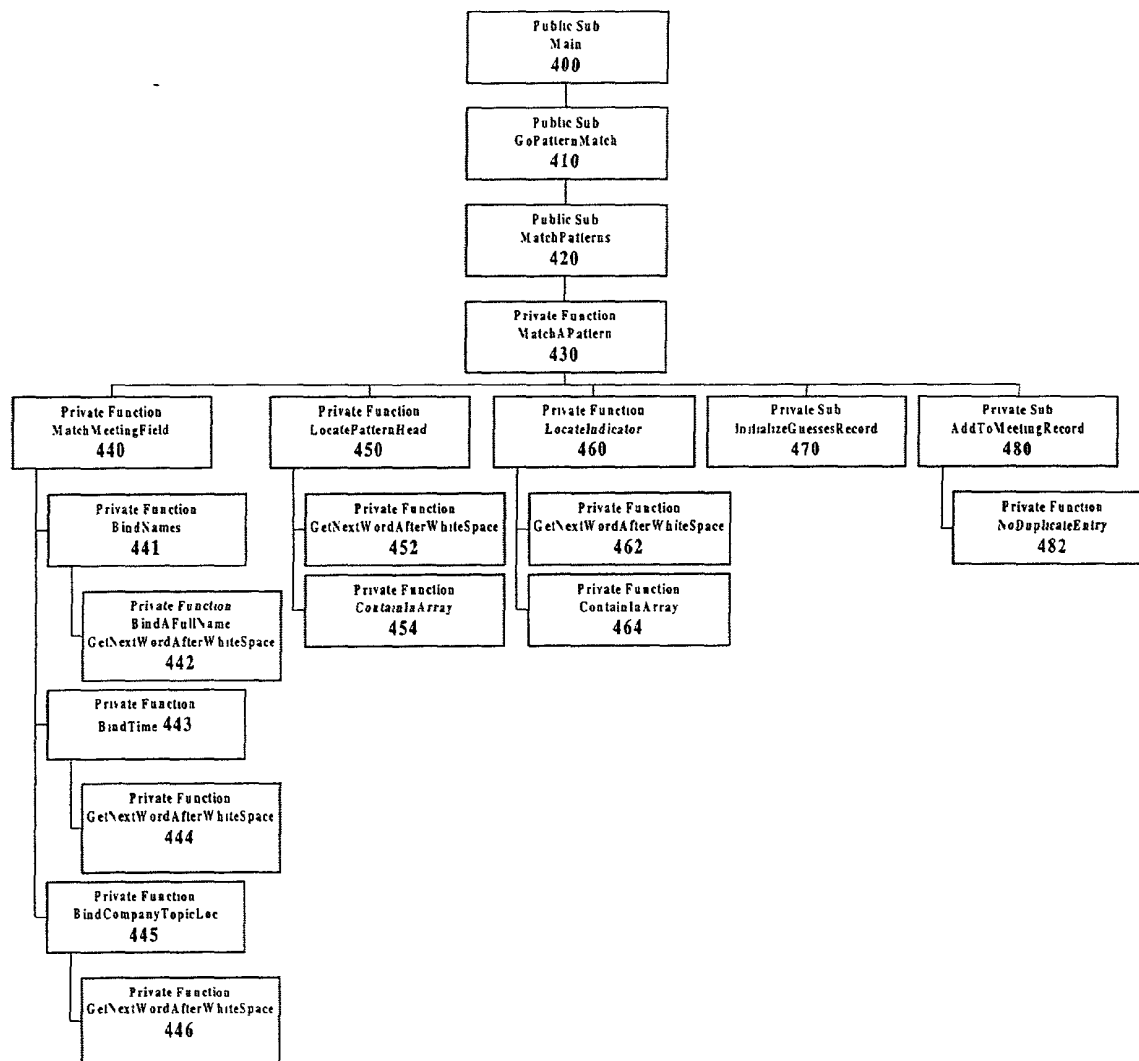


FIGURE 4

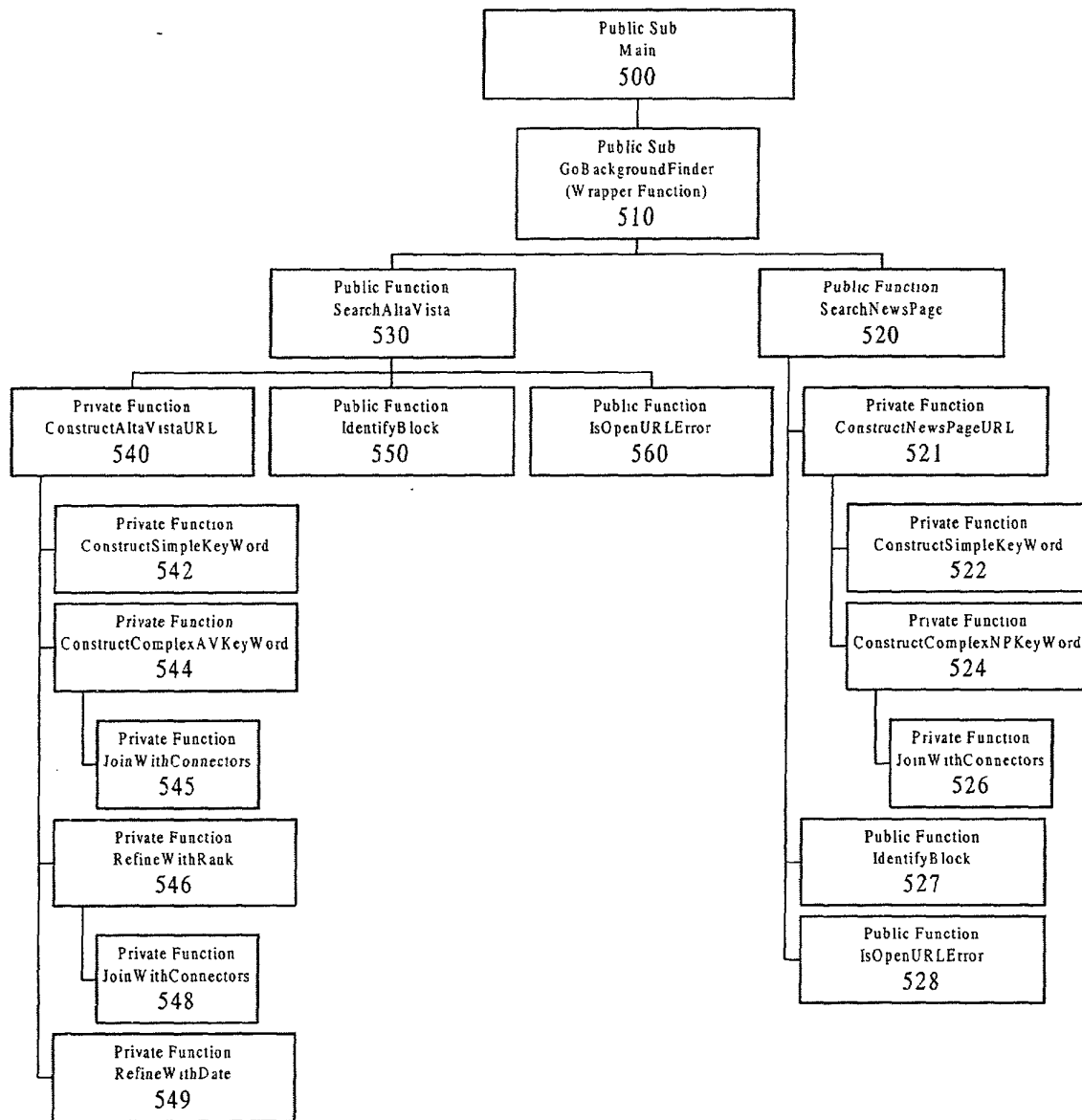


FIGURE 5

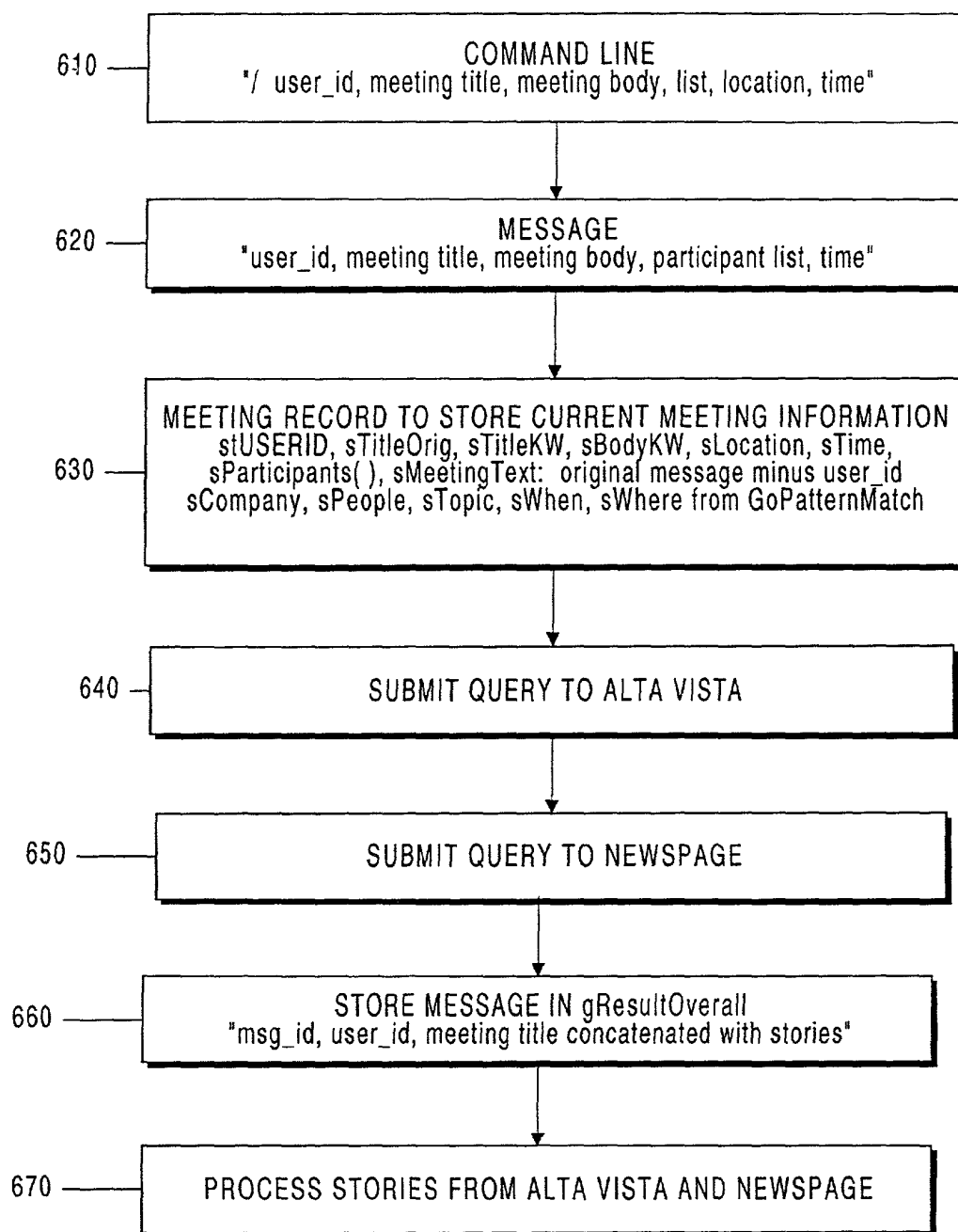


FIGURE 6

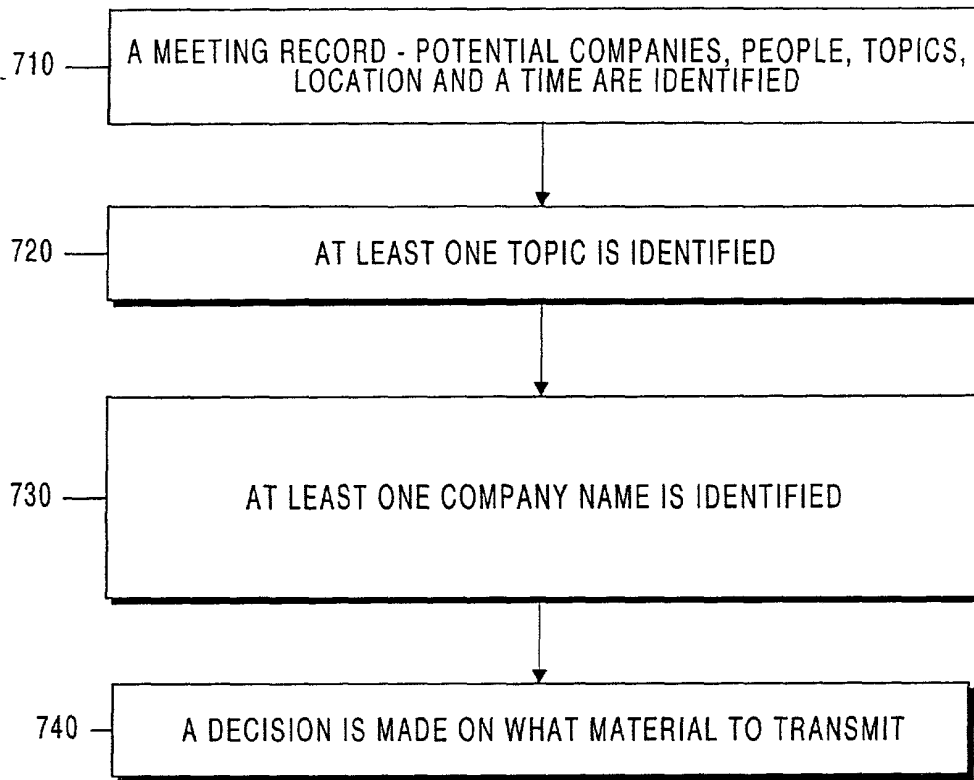


FIGURE 7

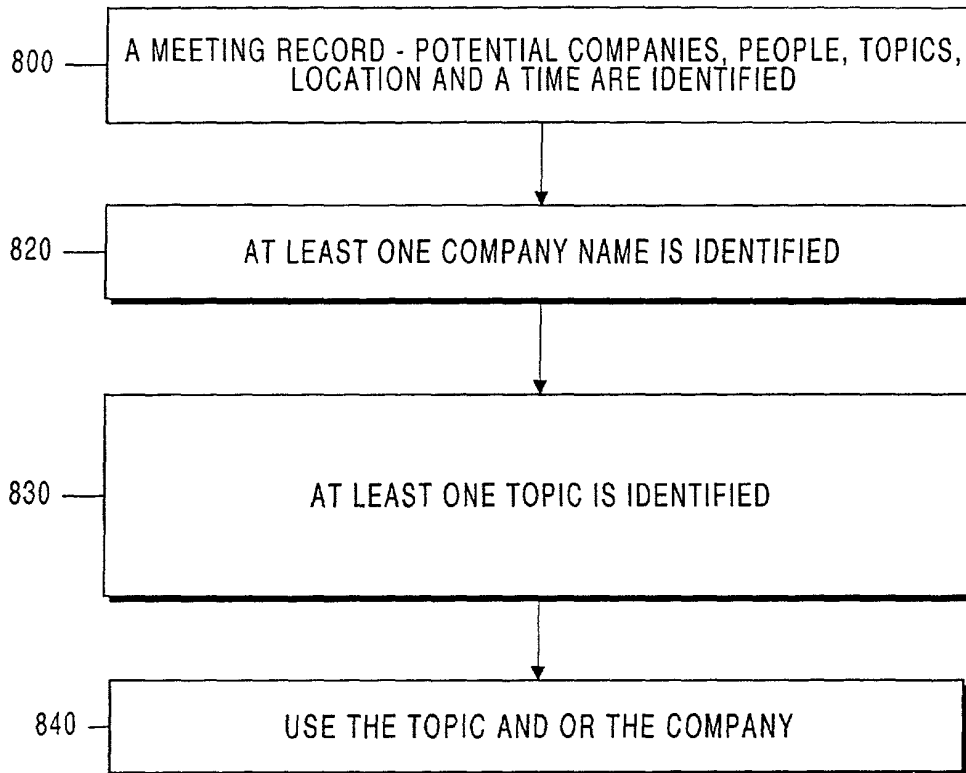


FIGURE 8

FIG. 9

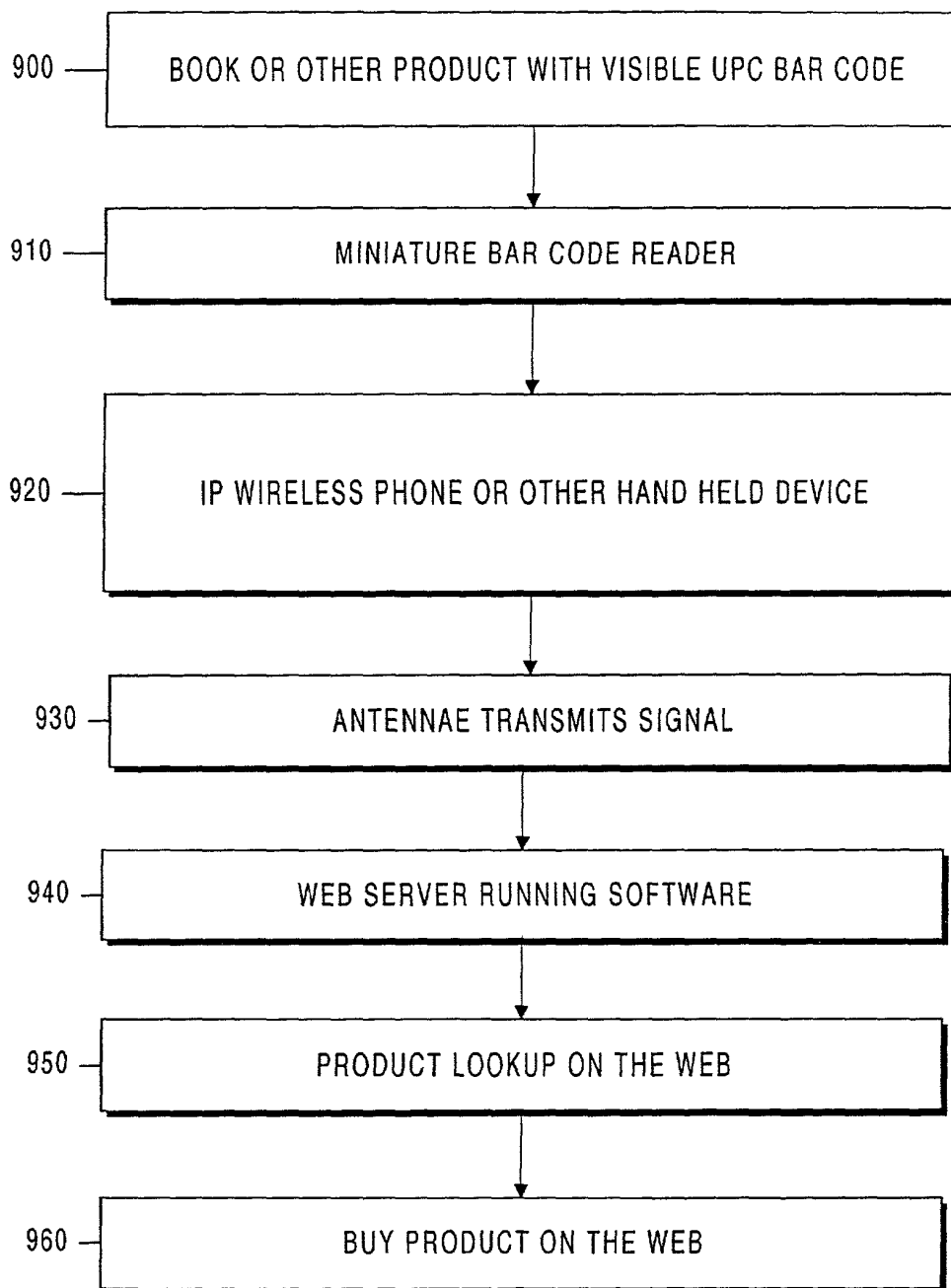


FIGURE 9

FIGURE 10A

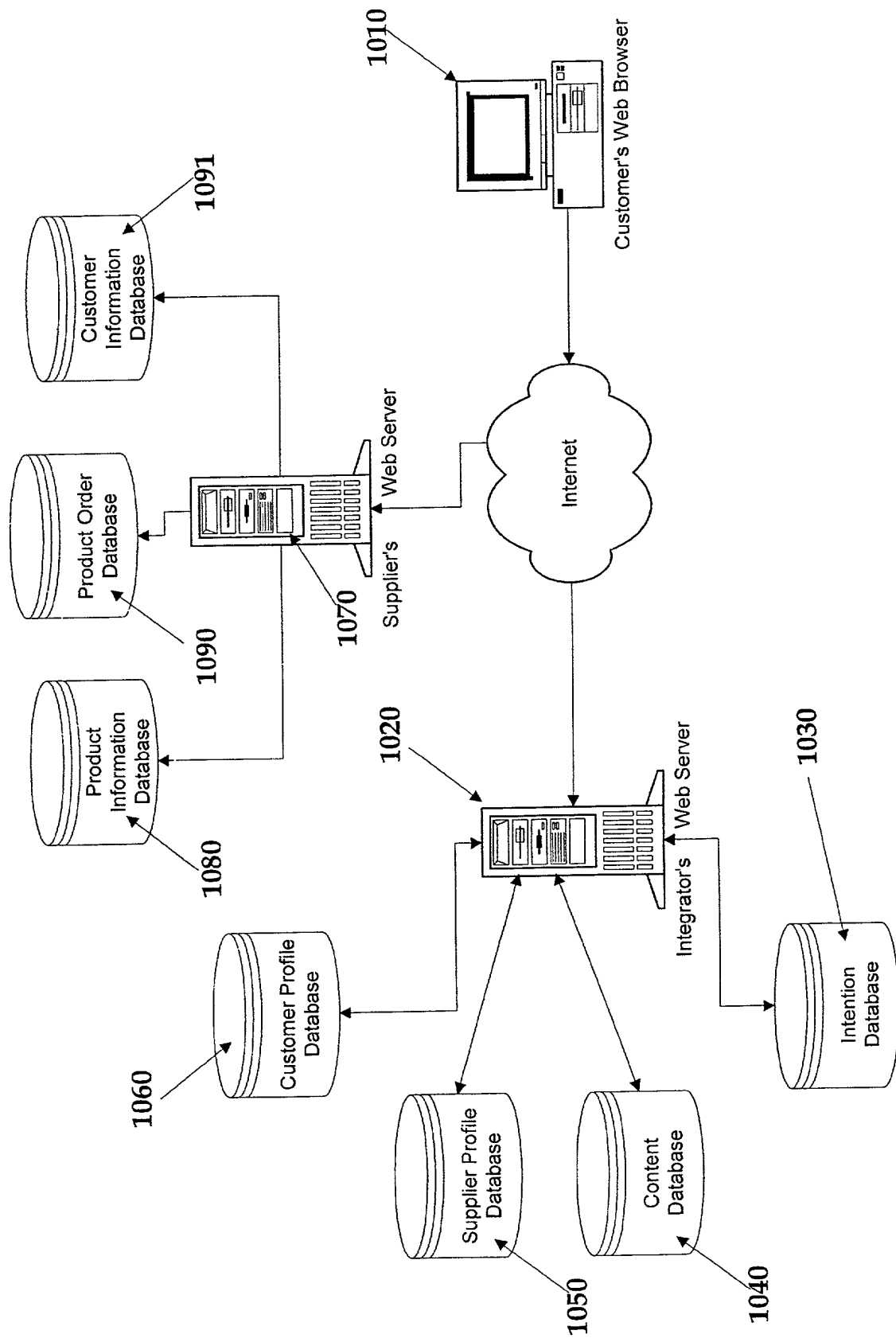


Figure 10B

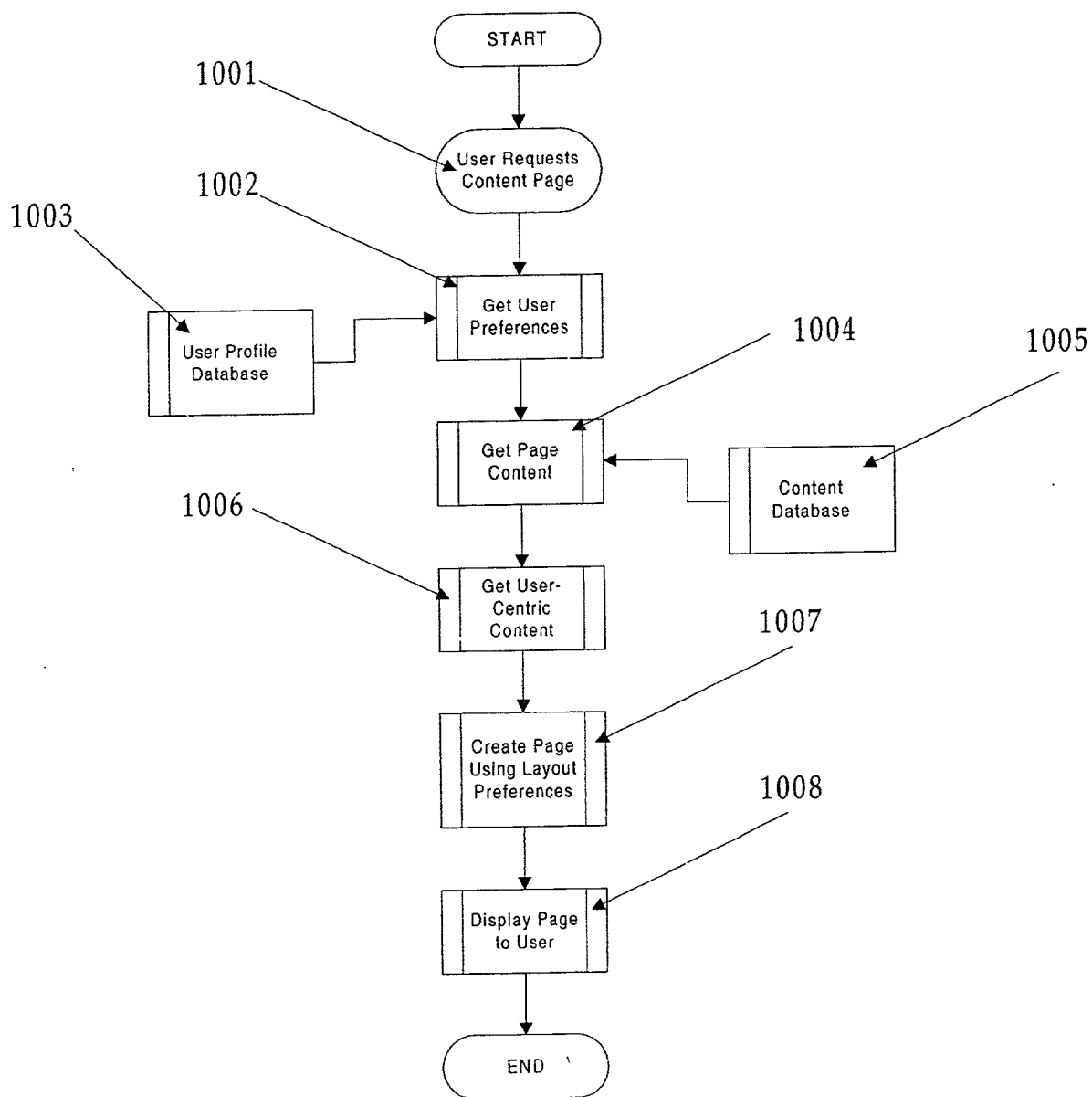


Figure 11: Retrieve User-Centric Content

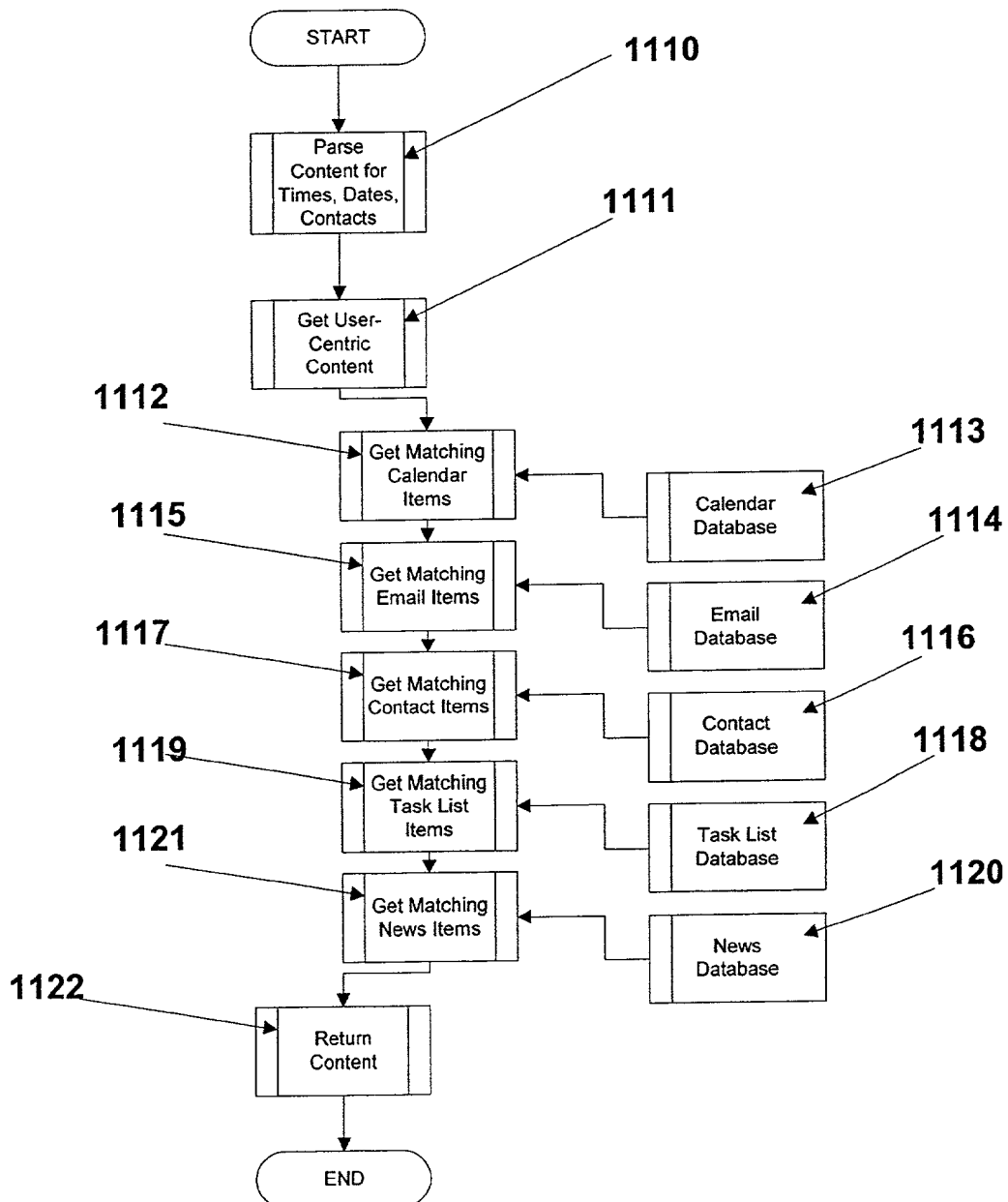


Figure 12: User Profile Data Model

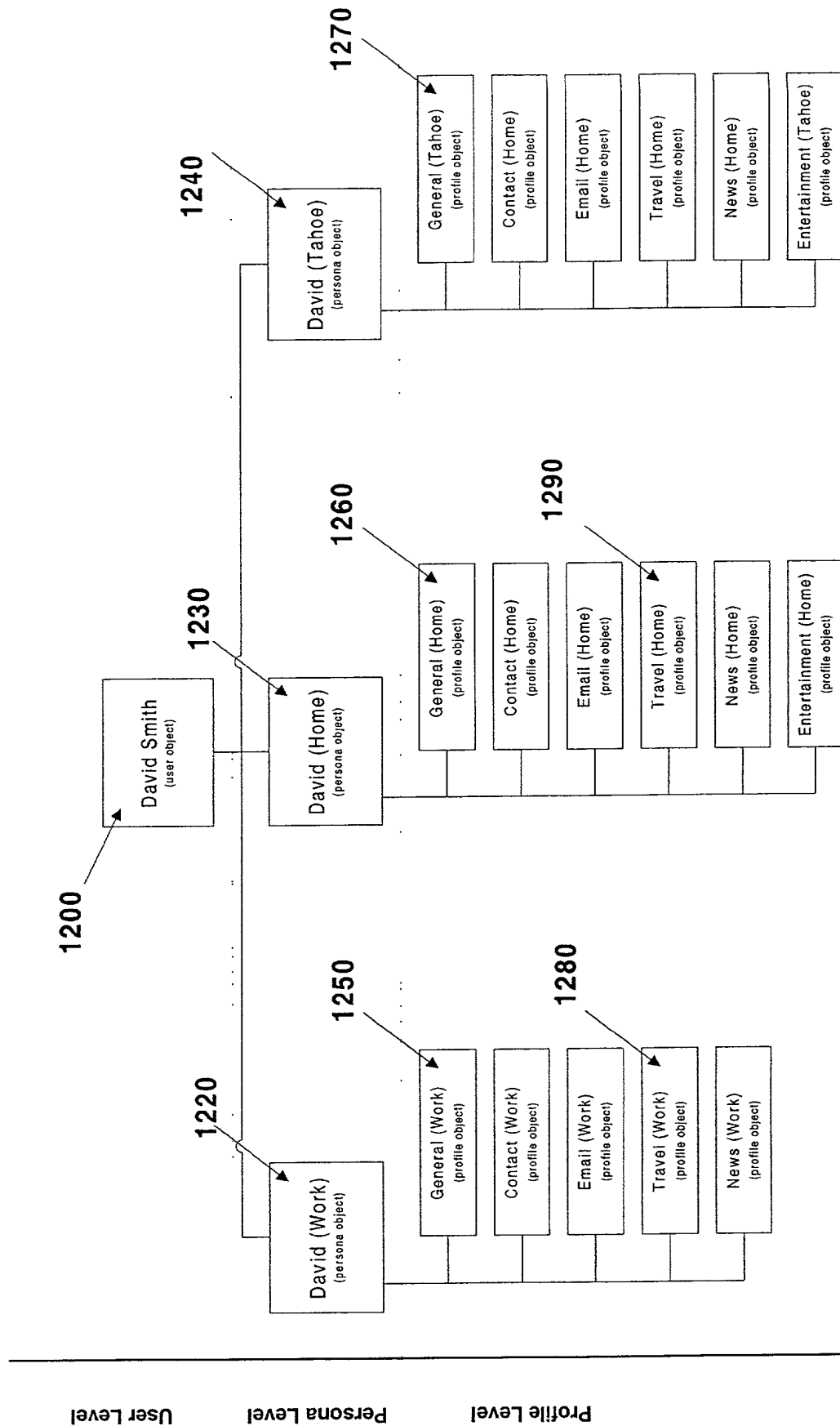


Figure 13: Persona Data Model

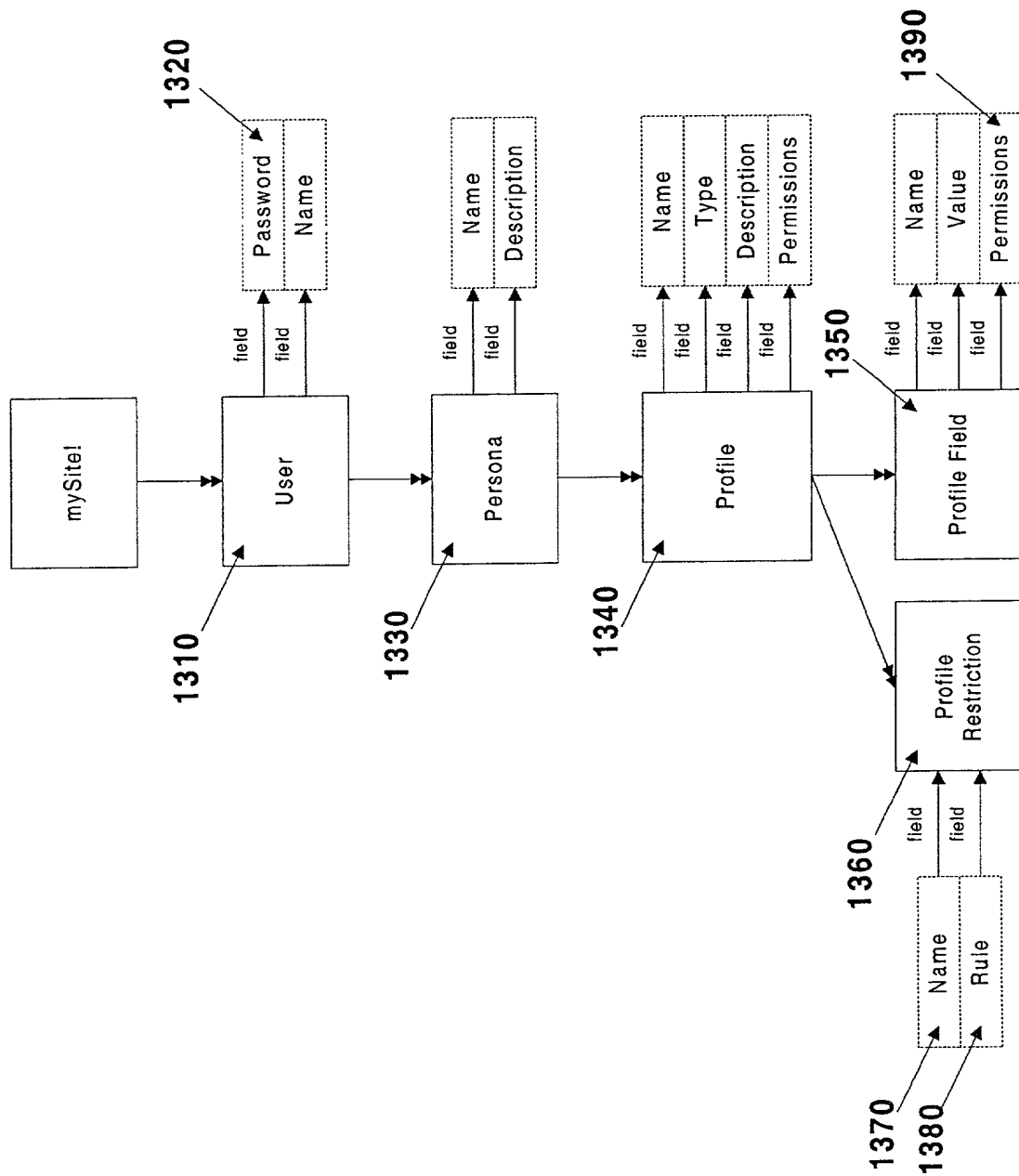


Figure 14: Intention Data Model

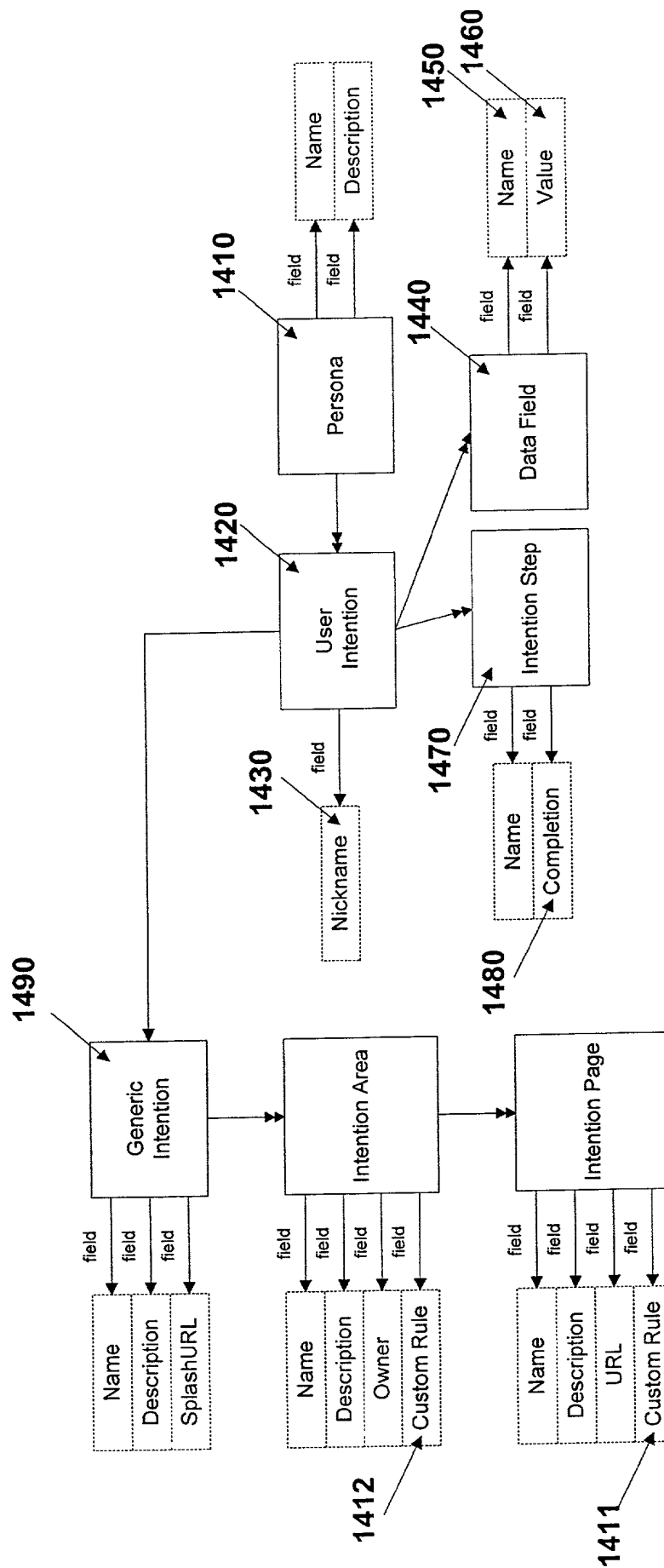


Figure 15

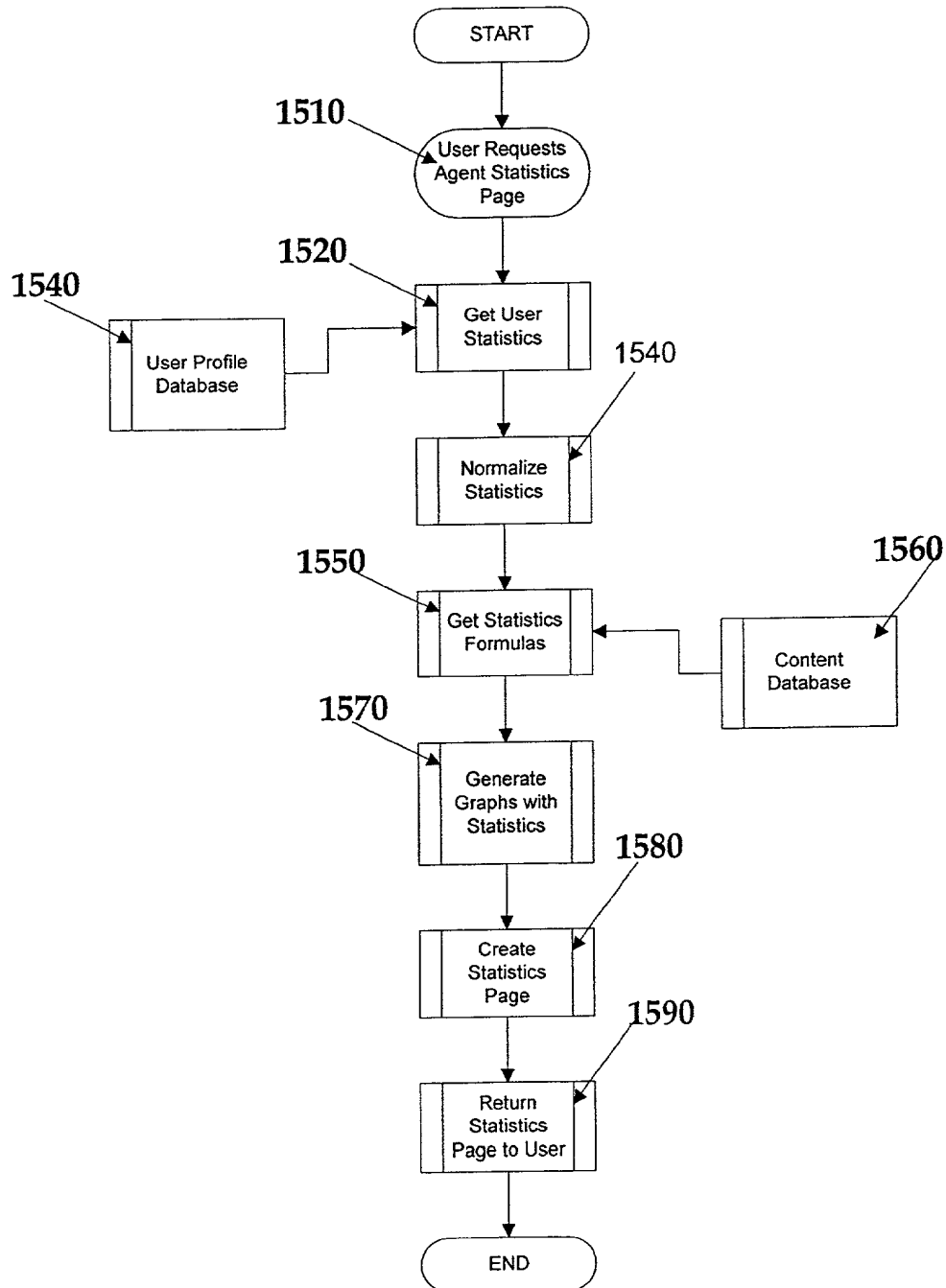


Figure 16

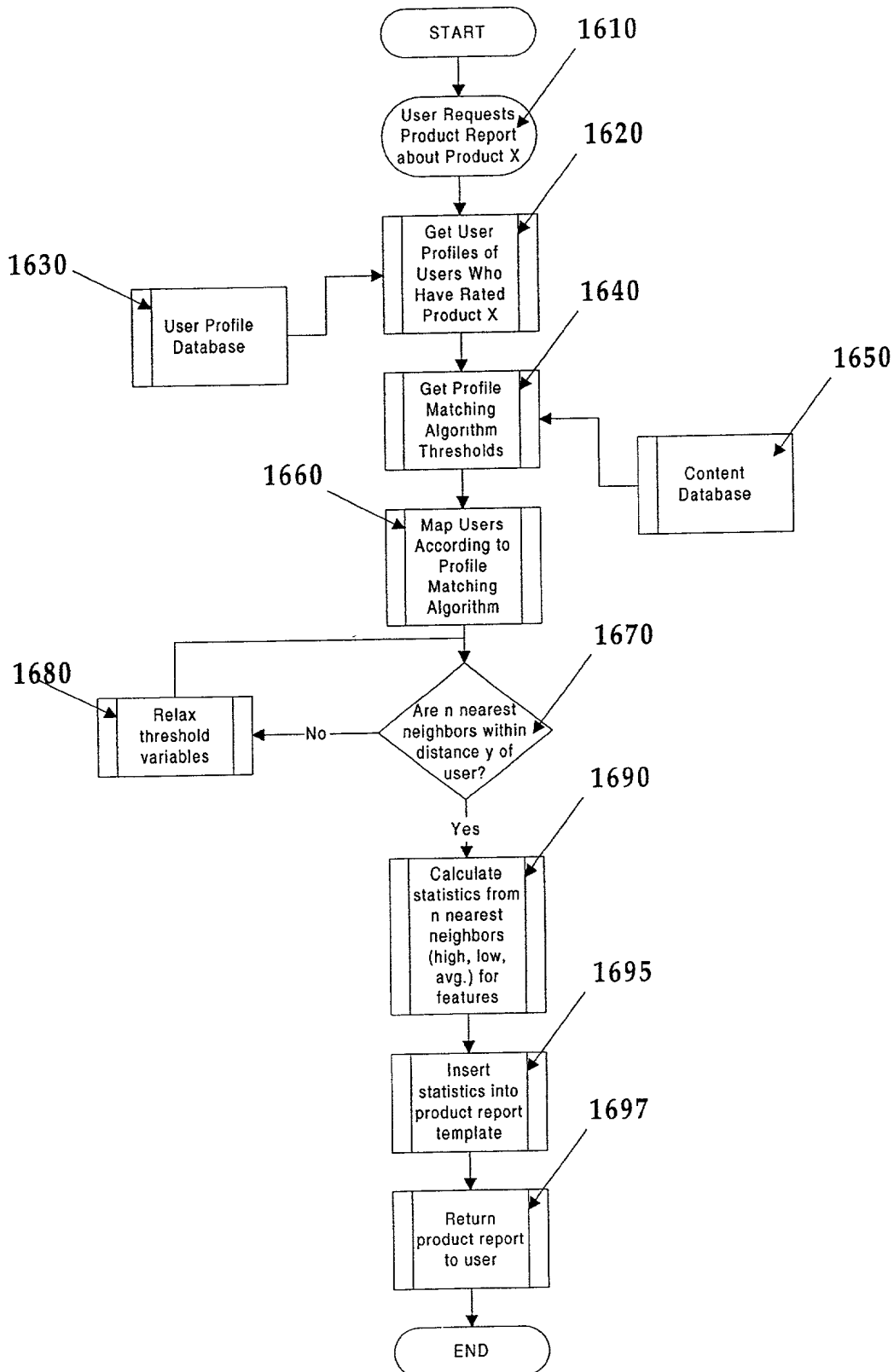


Figure 17

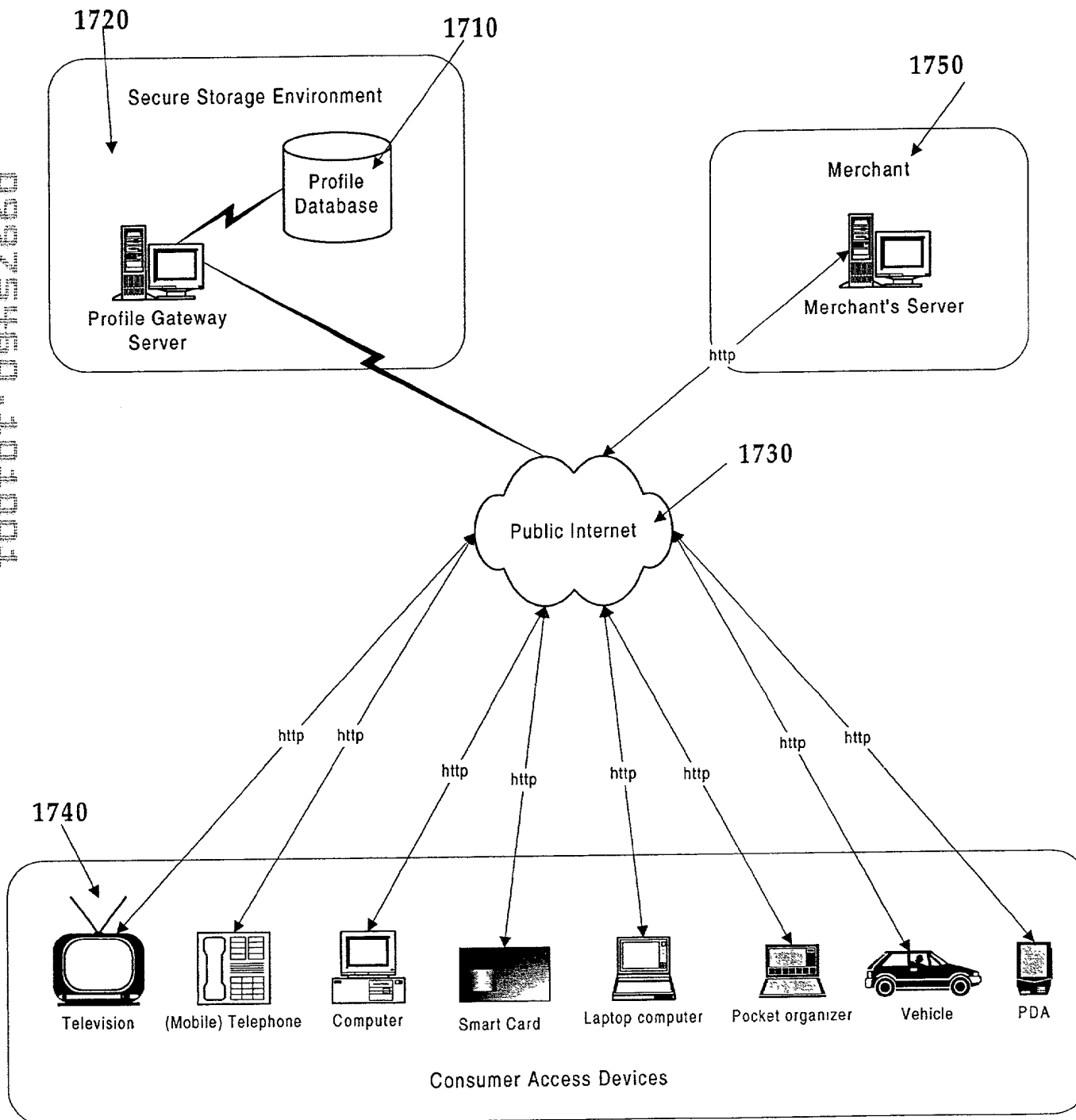


Figure 18

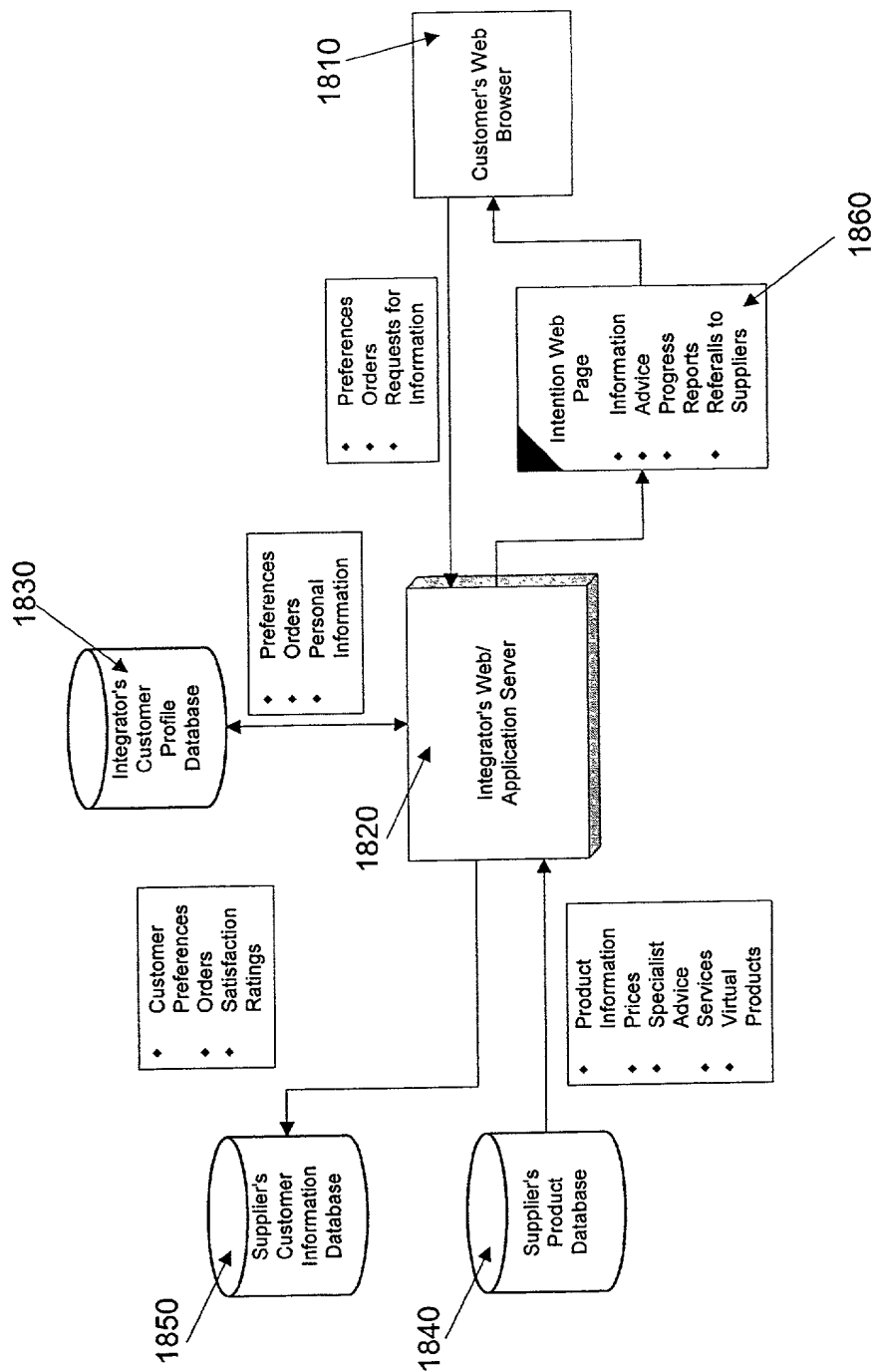
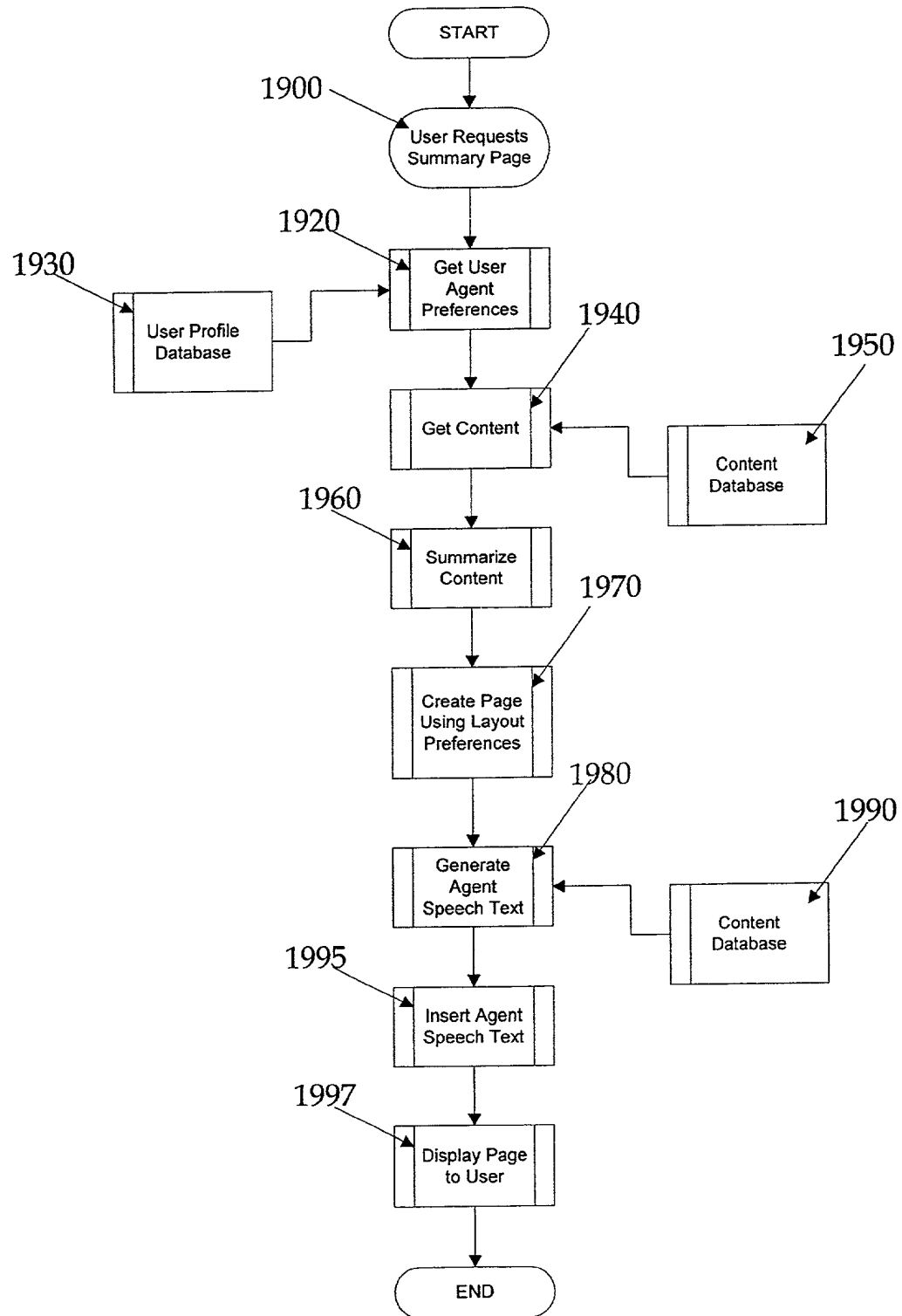


FIGURE 19



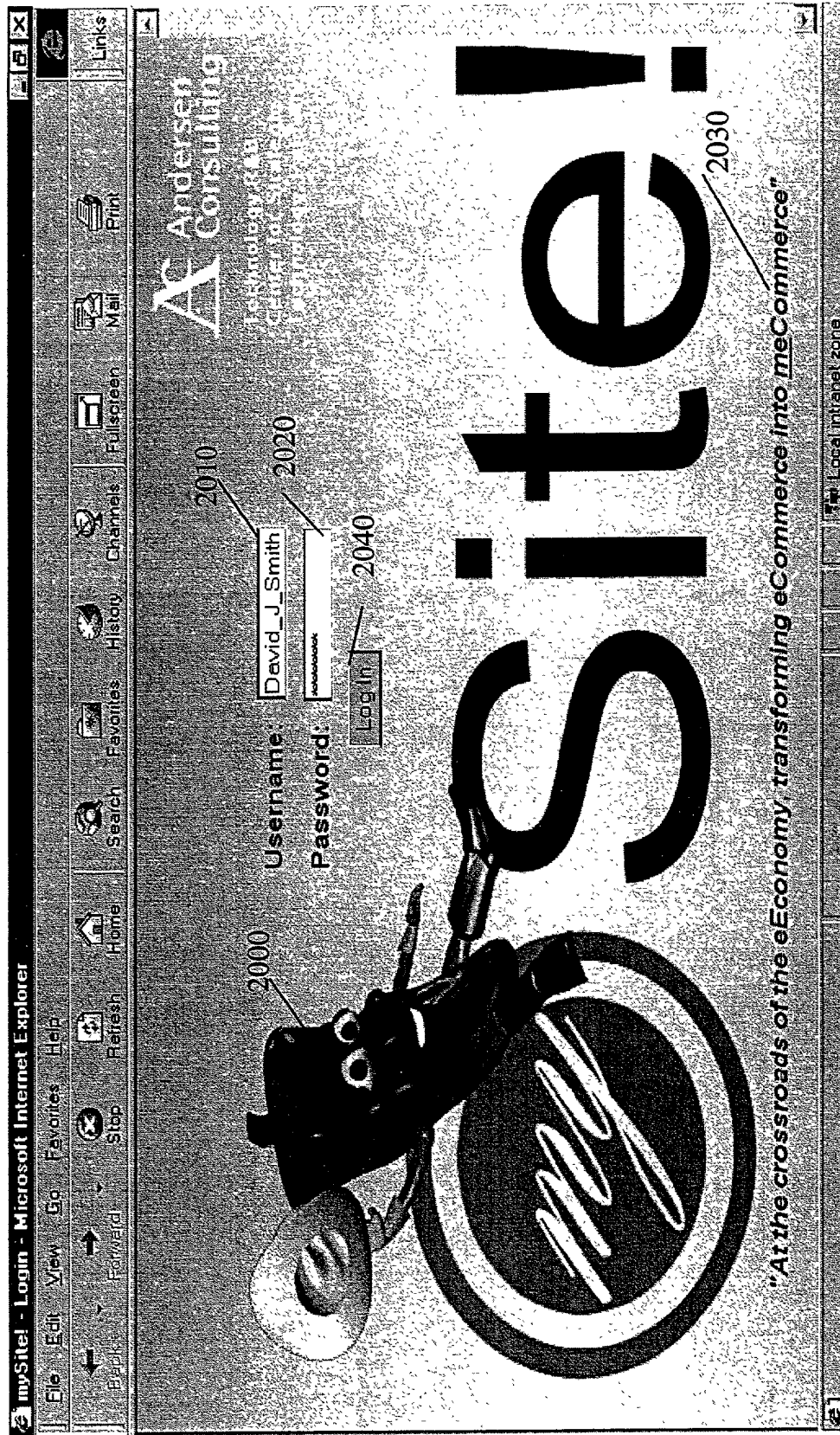


FIGURE 20

FIGURE 21

FOOTNOT: 09452660

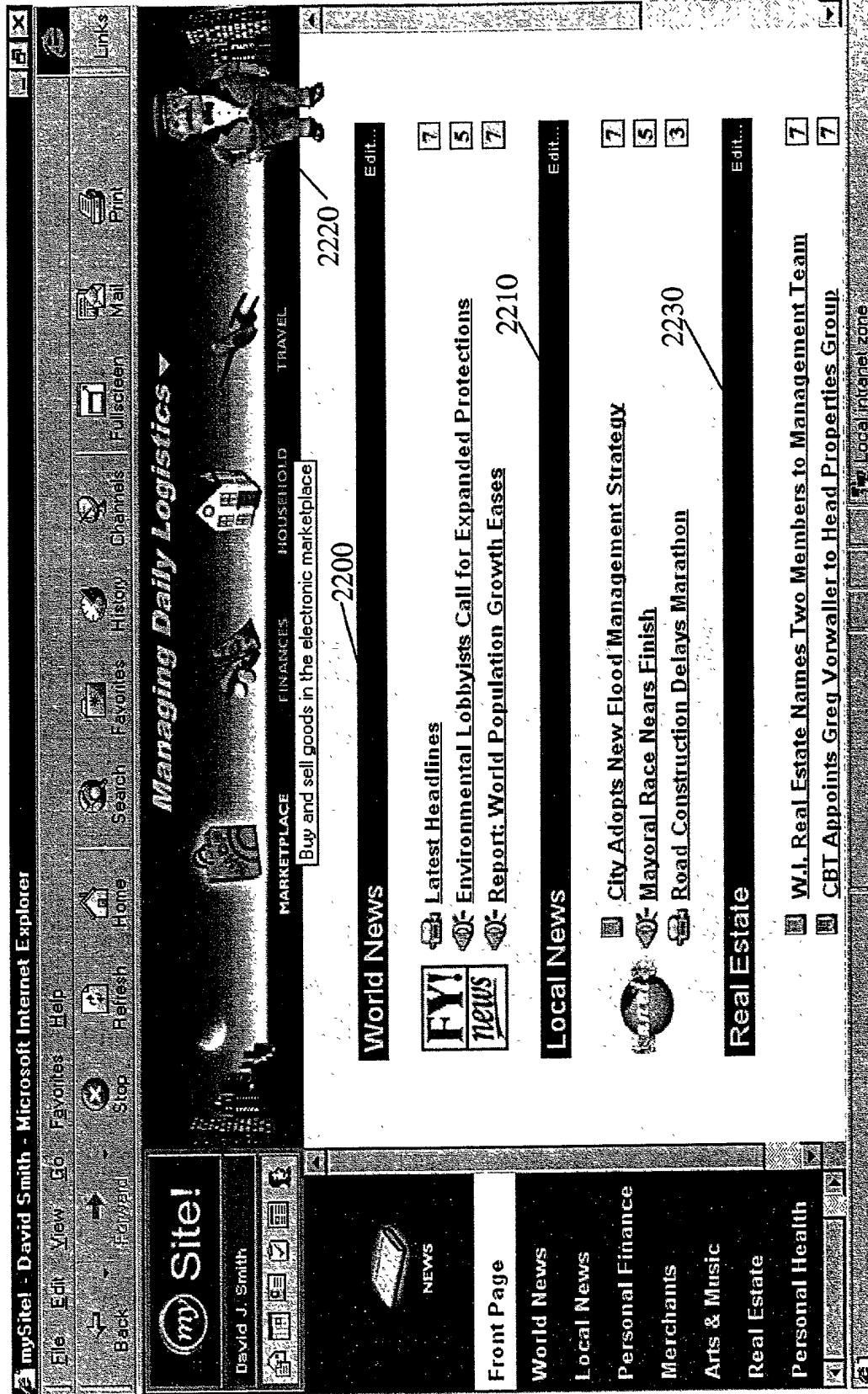


FIGURE 22

mySite! - David Smith - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen

Managing to Productive Elder Years

2300 life insurance needs have changed. The chart

2310 Talk to Someone...

2360

2395

Life Insurance at a Glance

Life Insurance Needs

1400
1200
1000
800
600
400
200
0

27 31 35 39 43 47 Age

Current Coverage Level

Recommended Coverage Level

Change Policy

Policy Details

Policy Type: Whole Life LP

Policy Number: 79851-2

Monthly Premium: \$45

Total Benefit: \$750K

Coverage Calculation

Long Term Household Needs	\$600,000
Household Assets	\$750,000
Coverage Requirement	No coverage needed (\$60,000)

Insurance Management

Financial Goals

Account Management

401(k)/IRA

2320 2330 2340 2350

HEALTH WATCH RETIREMENT GOALS ESTATE PLANNING LIFESTYLE

mySite! David J. Smith

Local intranet zone

FIGURE 23

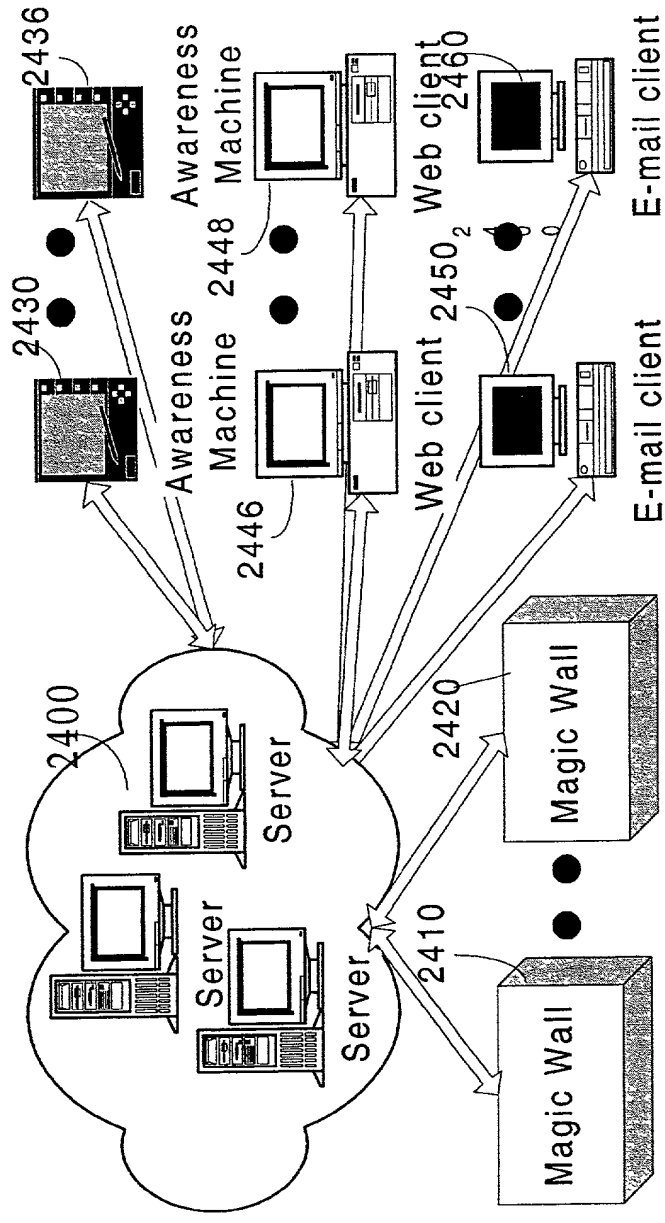


Figure 24

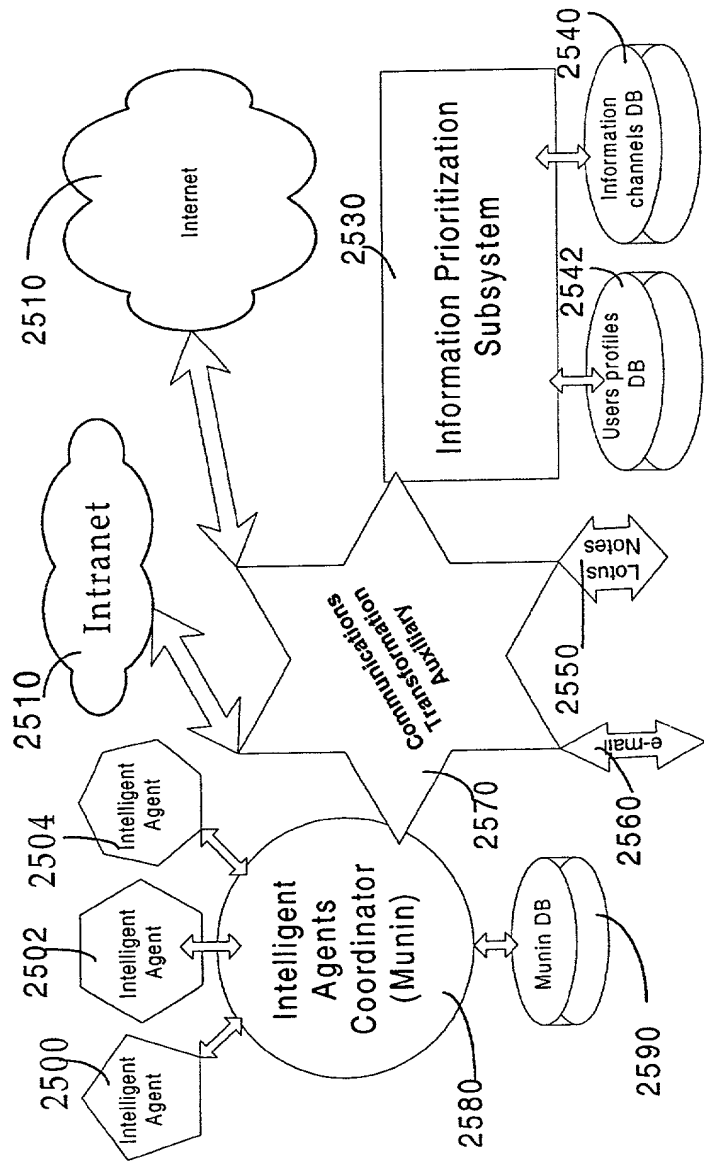


Figure 25

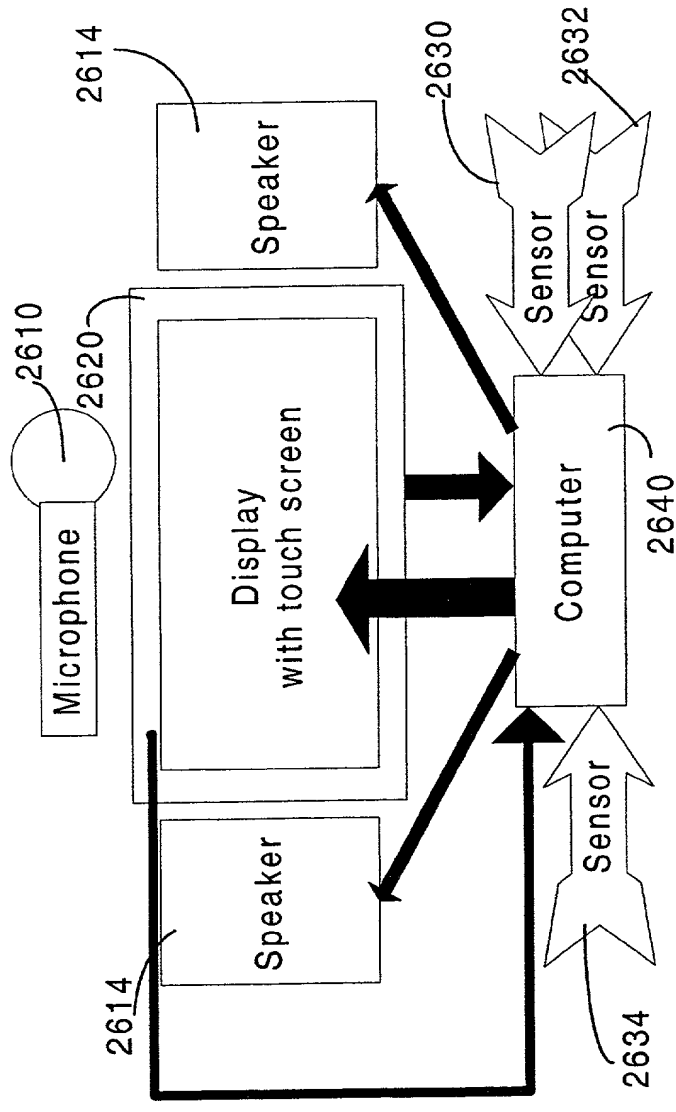


Figure 26

FIGURE 27

